

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): An inventory management system, comprising:

a performance measurement system for measuring performance of a medium in which units of inventory are used, wherein said units are advertisement opportunities.

a revenue maximization system which determines a price for said units based on predetermined pricing considerations wherein the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of units are grouped together to meet a buyer's criteria wherein said buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units; and

a scenario planner to display the various scenarios generated by the central information storage system.

Claim 2 (original): The inventory management system according to Claim 1, wherein said performance measurement system receives information related to an extent of an audience to which said units are exposed.

Claim 3 (previously presented): The inventory management system according to claim 1, wherein said predetermined pricing considerations includes at least three selected from the group consisting of total number of unsold units, category of buyer attempting to purchase said units, the buyer's history in purchasing similar units, and budget of a seller of the units.

Claim 4 (previously presented): The inventory management system according to claim 1, wherein said buyer's criteria further includes the desired budget for purchase of the units and performance measurements.

Claim 5 (original): The inventory management system according to Claim 3 wherein the revenue maximization system manages yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

Claim 6 (original): The inventory management system according to Claim 1 wherein the revenue maximization system changes the number of units available.

Claim 7 (canceled).

Claim 8 (currently amended): A process for inventory management comprising the steps of:

- a seller and a buyer identifying an opportunity for purchasing units, wherein said units are advertisement opportunities;

- obtaining the history of the buyer with respect to purchases of like units, if any;

- receiving from the buyer criteria about the buyer's purchase requirements,

- obtaining available inventory information;

- obtaining prices for said units from a revenue maximization system based on at least said history and available inventory; and

- generating at least two scenarios comprising a plurality of units based on said criteria obtained from said buyer, wherein the buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units, and wherein said at least two scenarios meet the buyers criteria and reflects said available inventory and said prices.

Claim 9 (currently amended): The process according to Claim 8, wherein said buyer's purchase requirements further includes at least one requirement ~~of the~~ selected from the group consisting of marketplace, population, performance measurements, price, demographics, psycho graphics, number of available units and day parts.

Claim 10 (original): The process according to Claim 8, wherein said revenue maximization includes inventory scaling, available inventory of units to sell, budgetary goal information, and purchaser payment history.

Claim 11 (currently amended): A method of providing various scenarios to a purchaser of units of opportunities to advertise, comprising:

- permitting a buyer to select various markets by geographic demarcation; selecting various markets within said geographic demarcation;

setting appropriate filters to filter out media within the selected markets using criteria selected from a group consisting of demographics, psycho graphics and media type;

inputting buyer criteria according to at least two of following criteria: the number of persons expected to be exposed to said units, the frequency of those persons seeing said units, budget for purchase of the units, demographics, psycho graphics, gross number of times people will be exposed to said units; and

compiling a scenario composed of a variety of said units based on buyer criteria.

Claim 12 (currently amended): An advertisement inventory management system, comprising:

a performance measurement system for measuring performance of a medium selected from a group consisting of radio, television, and print, in which units of advertisements are used;

a revenue maximization system which determines a price for said advertising units based on predetermined pricing considerations wherein the revenue maximization system utilizes economic factors which influence demand and various measurement noises are filtered out of these economic factors;

a central information storage system for receiving information from said performance measurement system and revenue maximization system to generate scenarios wherein various combinations of advertisements units are grouped together to meet a buyer's criteria wherein the buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units; and

a scenario planner to display the various scenarios generated by the central information storage system to a prospective buyer of advertising units.

Claim 13 (previously presented): The advertisement inventory management system according to Claim 12, wherein said performance measurement system receives information related to an extent of an audience to which said advertisement units are exposed.

Claim 14 (previously presented): The advertisement inventory management system according to Claim 12, wherein said predetermined pricing consideration includes at least three considerations selected from the group consisting of total number of unsold advertisement units, category of buyer attempting to purchase said advertisement units, the buyer's history in purchasing similar advertisement units, and budget of a seller of the advertisement units.

Claim 15 (previously presented): The advertisement inventory management system according to claim 12, wherein said buyer's criteria includes the desired budget for purchase of the units, performance measurements from the performance measurement system, number of people and frequency people will be exposed to said advertisement units.

Claim 16 (previously presented): The advertisement inventory management system according to Claim 14 wherein the revenue maximization system manages yield by using the functions of sell-out forecasting, revenue forecasting, fuzzy rules, and pricing adjustment.

Claim 17 (previously presented): The advertisement inventory management system according to Claim 12 wherein the revenue maximization system changes the number of advertisement units available.

Claim 18 (canceled).

Claim 19 (previously presented): A process for advertisement inventory management comprising the steps of:

- a seller and a buyer identify an opportunity for purchasing advertisement units;
- obtaining the history of the buyer with respect to purchases of like advertisement units, if any;
- receiving from the buyer information about the buyer's purchase requirements obtaining available advertisement inventory information;
- obtaining prices for said advertisement units from a revenue maximization system; and
- generating at least one scenario comprising a plurality of advertisement units based on said criteria obtained from said buyer, wherein the buyer's criteria includes a number of people and frequency people will be exposed to the advertisement units, and wherein said at least one scenario meets the buyers demands and reflects said available inventory and said prices.

Claim 20 (previously presented): The process according to Claim 19, wherein said buyer's purchase requirements includes at least one requirement of the selected from the group consisting of marketplace, population, number and frequency of people exposed to said advertisement units, performance measurements, price, demographics, psycho graphics, number of available units and day parts.

Claim 21 (previously presented): The process according to Claim 19, wherein said revenue maximization includes advertisement inventory scaling, available inventory of advertisement units to sell, budgetary goal information, and purchaser payment history.